



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



GREBE

ISSUE 3

E-ZINE

Generating Renewable Energy
Business Enterprise

DECEMBER 2016



www.grebeproject.eu





Welcome to the **third** e-zine for the GREBE Project. Over the past couple of months, we have continued to carry out the project activities and meet our objectives.

Action Renewables in Northern Ireland have published a **Summary Report on the relevant policy initiatives in the partner regions** and have

showcased eleven examples of best practices policy initiatives under six categories of Carbon Tax, Communities, Electricity, Heat, Liquid Biofuels, Research & Development. Highlights of these reports can be found on pages 2 and 3.

The Western Development Commission has published a **Business Supports Catalogue for Renewable Energy Enterprises** for the six project partner regions. More details of this can be found on page 4.

Our Entrepreneur Enabler Scheme in Northern Ireland is almost complete and we have details of four more of participating businesses, Alternative Energy Ltd., Future Renewables, Hawkes Transport and KES Energi on pages 6 and 7.

Our work is continuing on other project activities, and Narvik Science Park has published a report on the **Influence of environmental conditions in the NPA region** and we will have the highlights of this in our next e-zine.

2017 will be a busy year for GREBE, and in February we will have our next partner meeting in Joensuu, Finland where we will launch our online knowledge sharing platform. We are joining with IEA Bioenergy Task 43 to hold a joint seminar on Thursday 9th February 'From resource to sustainable business'. Further details on this will be available in January on our website www.grebeproject.eu and social media. Growth strategy guidelines for SMEs and micro-enterprises and a report identifying technologies which can be transferred from areas of best practice to areas where renewable energy uptake is low will also be published in February. Later in 2017, we will roll out of Entrepreneur Enabler Scheme in Ireland, Scotland, Finland, Norway and Iceland.



**Merry
CHRISTMAS**

We would like to wish all our readers a happy Christmas and the very best wishes for 2017.



Summary Report on Policy Initiatives in GREBE Project partner regions

The main objective of the GREBE work package on Policy & Funding Mechanisms for renewable energy businesses, led by Action Renewables is to review the impact of policy initiatives on business development and to develop new policy initiatives in different partner regions. This report contains a list of various policy initiatives from each of the partner regions. These policy initiatives are examined and analysed and it was decided that the various initiatives should be categorised in order to make the process easier to follow.

The policy initiatives have been categorised under the following groupings:

- Carbon Tax
- Communities
- Electricity
- Heat
- Liquid Biofuels
- Research & Development

Each partner region has provided a potential list of policy initiatives and from this several have been selected from each region to be taken forward to the next stage where a Strengths, Constraints, Opportunities & Threats (SCOT) analysis is carried out to examine both the internal and external influences that have an impact upon the policy. Multiple policies are examined for each region: fifteen policies from Finland; eleven from Iceland; six from Northern Ireland; four from Norway; thirteen from the Republic of Ireland; and eighteen from Scotland.

The SCOT analysis is carried out for each policy - grouped by country - and this analysis helps to identify policy barriers and facilitators for renewable energy enterprises. A key aim of this report is to assess all the information gathered and review the impacts of policy initiatives on business development and the development of new policy initiatives in different partner regions. This assessment, based on the SCOT analysis, allows the identification of policies from each region that could be best used or adapted for use in other partner regions and further afield across Europe. For example both Finland and the Republic of Ireland are identified as having a version of the Feed-In Tariff and this is identified as a policy that could be extended and adapted in other countries.

This report can be found on the GREBE Project website [here](#). The work carried out in this report also feeds in to another document, 3.1.2 'Showcase examples of best practice policy initiatives'. The analysis contained within this report is further expanded upon in the showcase examples report.





Showcase examples of best practice policy initiatives



POLICY & FUNDING MECHANISMS

SUMMARY REPORT OF THE RELEVANT POLICY INITIATIVES AND SCHEMES IN EACH OF THE PARTNER REGIONS
WORK PACKAGE 3



As mentioned previously, the main objective of this work Package is to identify and promote opportunities for policy to provide an effective supporting framework for sustainable renewable energy business (both new and emerging). Throughout the 'Summary report of the relevant policy initiatives and schemes in each of the partner regions study' GREBE has identified showcase examples for the best practice policy initiatives that can be used across the NPA region.

Based on feedback gathered from all partners, there were a total of 67 policy initiatives that help contribute towards supporting the renewable energy sector. Action Renewables were able to select 11 policies to showcase the examples from 67 policy initiatives. The GREBE report will showcase examples of best practice policy initiatives under the following six categories; Carbon Tax, Communities, Electricity, Heat, Liquid Biofuels, Research & Development. These 11 policies are summarised [here](#).

The GREBE Project developed as a follow up to a previous Northern Periphery Programme (NPP) Project known as BioPAD. The BioPAD project carried out initial work regarding policy initiative analysis across Europe in support of the Renewable Energy sector and GREBE aims to further develop and refine this work and take it to the next level.

The policy page within BioPAD shows some examples of this prior work including a policy tour, policy gaps analysis and policy recommendations in this area and can be found at: <http://www.biopad.eu/what-is-biopad/policy/>.

While this project was mainly focussed on bioenergy, there is a lot of information for Heat, Electricity, BioFuels, Transport, Low-carbon etc. in other European countries in the <http://www.biopad.eu/wp-content/uploads/RASLRES-Policy-Toolkit.pdf>.

The GREBE Business Supports Catalogue

This GREBE Business Supports Catalogue has been developed following a review of Renewable Energy business support funding mechanisms and funding options available to support the development of renewable businesses in the NPA region.

It provides information on the funding mechanisms currently available in the partner regions (Finland, Iceland, Ireland, Northern Ireland, Norway and Scotland). The information will be useful to both funding agencies (e.g. business support agencies and municipalities) and to SMEs giving details of funding options available in their regions.

The main focus is on public body support for renewable businesses but both private sector and social investment options have been included where appropriate. The supports included are for SMEs and Micro businesses but also include options for those SMEs expected to grow rapidly (e.g. High Potential Start Ups). The business support funding mechanisms considered vary from standard 'hard' business support options (e.g. loans and venture capital) to softer supports (e.g. innovation schemes, business partner search supports etc.)

A short introduction on the methods and types of supports in each partner region is provided. Information for each partner region is then organised under the following categories:

- Financial Support (grants, loans, equity investment)
- Taxation or welfare supports or concessions for businesses
- Soft supports e.g. mentoring, training, specialist advice, networks
- Research and Development Supports
- Social and Community supports (focused on not for profit)
- Other- e.g. Incubation space or office space etc.

Within each of these categories there is considerable variation in the ways different funding options are implemented and these differences will impact on the success of schemes. We hope that by using this catalogue those who seeking funding and support for renewable businesses will have a clear portfolio of options which are available to them.

In the future the information in this catalogue will be used to create a web based tool allowing users to search for available funding options and to consider different types of funding available in each region. The catalogues is available on the GREBE project website [here](http://www.grebeproject.eu).





Policy Workshops

Action Renewables were also responsible for the policy workshops within work package 3. The purpose of the policy workshops is to gather people within the renewable energy sector who is heavily influenced and reliant on a supporting policy framework in their own partner region. The policy workshops are carried out in different partner regions due to the policy development, nature of the business and government structures are much different.

The advantages of the policy workshop are to advocate a policy change, propose new ideas and new incentives. All of the information collected from the workshops is then pitched at government level for recommendations.

Action Renewables held a policy workshop in Ireland last April with participants from IT Sligo, the Irish Bioenergy association, Mayo Energy Agency, Claremorris energy co-op, Leitrim Local Enterprise Office, Sustainable Energy Authority of Ireland, Donegal Local Enterprise Office and Udaras na Gaeltachta.

Before the partner meeting in Iceland in September, a policy workshop was held in Reykjavík, with several informative presentations delivered on Iceland's policy in renewable energy from Ingvi Már Pálsson, Director of the Department of Energy and industry in the Ministry of Industry and Commerce, Baldur Pétursson from the National Energy Authority and from Jón Björn Skúlason, general manager for Nýorka.

Policy workshops will be held in other project partner regions in 2017 with Northern Ireland and Scotland in January, Finland in February and Norway in March.



Entrepreneur Enable Scheme

Alternative Energy Ltd. and Future Renewables

Alternative Energy is a supplier of Solar PV panels, LED lighting solutions and Biomass. Their involvement in GREBE was predicated upon the need to concentrate their efforts in their chosen markets on the Republic of Ireland (ROI) in response to the contracting opportunities presenting in their traditional client base, as a consequence of the reduction in ROCs. The business requested assistance to make a planned marketing campaign to extend the amount of work they were achieving in ROI and a specialist marketing mentor was appointed to them.

It was agreed that the key target for the activity was builders and contractors in the ROI. The offering is a full set of panels and fixtures required to install a full solar PV system on a new build, with the intention being that the builders install the system with full training being provided. The Building Code in ROI requires builders to ensure that energy efficiency is maximised, so Alternative Energy spotted the opportunity presented by this and with the help of their mentor a marketing and sales plan was formulated to attack this market opportunity.

The outcome of this was a geographically focussed Mailchimp campaign which allowed for the initial work to be followed up by targeted activity by the Sales staff. This process has been on-going since early July and has been achieving an average opening rate of 27% per campaign. Further details on this company can be found on their website <http://alternativeenergy.ie/>

EES Participant



Alternative Energy



EES Participant



Future Renewables



Future Renewables specialised in the provision of advice, installation and servicing of Biomass Boilers and were aware of the potentially devastating effect of the removal of the Renewable Heat Incentive (RHI) on their business model. They expressed an interest in the GREBE project with their stated aim of trying to ensure the survival of the business faced with this change in policy direction.

A mentor was appointed who initially addressed some issues around preparation for a MCS audit and non-conformances. This led to the business looking at introducing a new Quality Management System and also examining potential new business opportunities. The mentor also assisted the business to address upcoming changes in the Renewable Energy Consumer Code and preparation for an audit against the standards.

As a result of the sudden stopping of the RHI, the company has taken this opportunity to examine a range of issues that may well have been taking a back seat. These have been around compliance issues and have afforded the company a chance to examine the business potential in certification and health and safety issues. They have been able to maintain a level of commercial activity which will sustain them as they move forward. More details on Future Renewables work is available at <http://www.futurerenewables.eu>

Entrepreneur Enable Scheme

Hawkes Transport and KES Energi

Hawkes Transport had developed an idea of utilising paper mill ash to manufacture a product. The business were already in possession of a waste brokering licence for a range of waste codes, and their work activity includes transporting waste and other materials as well as operation of a ready-mix batching plant.

The concept proposed is the development of large 'Lego-style' blocks for use in retaining walls and temporary structural dividers – a clever concept to bring all aspects of the business together. The business owner had undertaken initial research activity to suggest that this was a viable proposition and had approached Invest NI for support. His requirement within GREBE was to access support to work through the complicated NIEA (Northern Ireland Environmental Agency) processes to attain licences for the reprocessing of the material.

The assignment involved the mentor working with the business to establish what, if any additional licences were required to undertake an R&D project, and establish a planned approach to the project including appropriate risk assessments and other requirements of the potential funders. A road map was developed, working with others engaged in this type of work, to allow an R&D application to be made, including identification of key competitors, USP of the product and headline financial data.

In addition, they worked on detailing the people resources that would be required to undertake the R&D project. The mentor then assisted the business to prepare a business plan and financial projections to assist with an application for Rural Development Programme funding. At the end of the intervention, she has left the business with the narrative of the business plan in line with the requirements of the Rural Development Programme along with the financial projections covering all aspects of the proposal.

EES Participant

Hawkes Transport



EES Participant



KES Energi

Describing themselves as 'Northern Ireland's premier Renewable Energy Installation Specialists', KES Energi became involved with the GREBE project to specifically drive forward the production of their Biomass Energi Cabins. This involved the establishment of a production facility in Omagh, to produce these purpose built cabins which were a solution to house energy-efficient biomass wood-burning boilers in bespoke surroundings. The offering is of two separate types of Biomass Energi Cabins, the i-Line Energi cabin (metal) and the K-Line (wood), which would house ETA biomass boilers. The cabins would be purpose built and site specific, allowing the maximum benefit to be extracted for the customer needs in relation to heating and space requirements.

The mentor was appointed to the company to allow them to develop the required business planning and market development to bring this project to fruition. The mentor explored opportunities for the business to secure external funding assistance from Invest NI, Intertrade Ireland – Acumen programme. He also involved himself in market analysis on behalf of the company in light of the removal of the RHI scheme in Northern Ireland. <http://www.kesenergi.com>



Northern Periphery and
Arctic Programme
2014–2020



EUROPEAN UNION

Investing in your future
European Regional Development Fund



GREBE

Generating Renewable Energy
Business Enterprise

@ GREBE_NPA

f GREBEProject

Visit

www.grebeproject.eu

Contact

Western Development Commission,
Dillon House, Ballaghaderreen,
Co. Roscommon, F45 WY26, Ireland.
Tel: +353 (0)94 986 1441
Email: paulineleonard@wdc.ie

About GREBE

GREBE is a €1.77m, 3-year (2015-2018) transnational project to support the renewable energy sector. It is co-funded by the EU's Northern Periphery & Arctic (NPA) Programme. It will focus on the challenges of peripheral and arctic regions as places for doing business, and help develop renewable energy business opportunities provided by extreme conditions.

Project Partners

GREBE will be operated by eight partner organisations across six regions:

